



# Art Style Guide

## Version 1.00

Work in progress

**Table Of contents**

# **History**

This section will point out the changes between on version(of the whole document) and the next and point out any additions to previous versions.

## **Version 1.00**

Version 1.00 is an attempt to capture the main building blocks of LBW visual style, all the sections in this document will be expanded upon and new sections will be added.

The purpose of this document is:

- ◆ Giving LBW project its own visual criteria
- ◆ To establish the projects visual vocabulary
- ◆ To be an introduction to new employees of the visual rules and decisions that have been made
- ◆ To be a starting point for handing areas of ownership within the team

# Little big world

## Art Style Guide

### The game

LBW is a 2.5D Platform game where players explore the world together or alone & then make locations.

The visceral experience is what you can do physically & creatively.

### The visual style High Concept

#### **“A Made universe”**

LBW is a miniature world **made** of realistically rendered materials, real world objects, fabrics, textiles, craft materials combined together to create an imaginary surreal puppet theatre inspired look.



High concept : Showing a miniature set made of many different things.

### Why?

Why an imaginative “made world” vs “ a real world set up.

- ◆ Original fresh look that stands out in the market and pushes the visual design and technology.
- ◆ The eclectic approach suits the physical ,customisable world of LBW

Eclectic meaning combinations of whatever seem the best or most useful things from many different areas, rather than following a single system.



## How ?

what makes a design fit in LBW?

### Visual Design style (rendering & setting)

#### "Realistic rendering, Unrealistic arrangements .."

##### ✦ The realistic aspect:

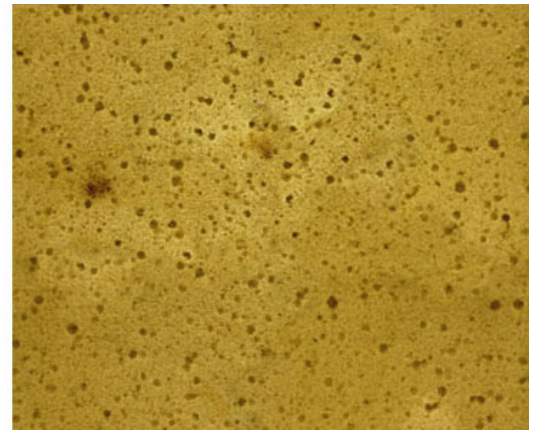
The rendering style of the **LBW** universe is hyper real.

**Hyper real rendering style:** is the accurate Modelling, texturing & rendering of real world objects making them look and feel as realistic as possible. (this will be covered in detail in technical art style doc.)

LBW Objects: soccer ball , orange (Textured meshes)



LBW Texture : sponge

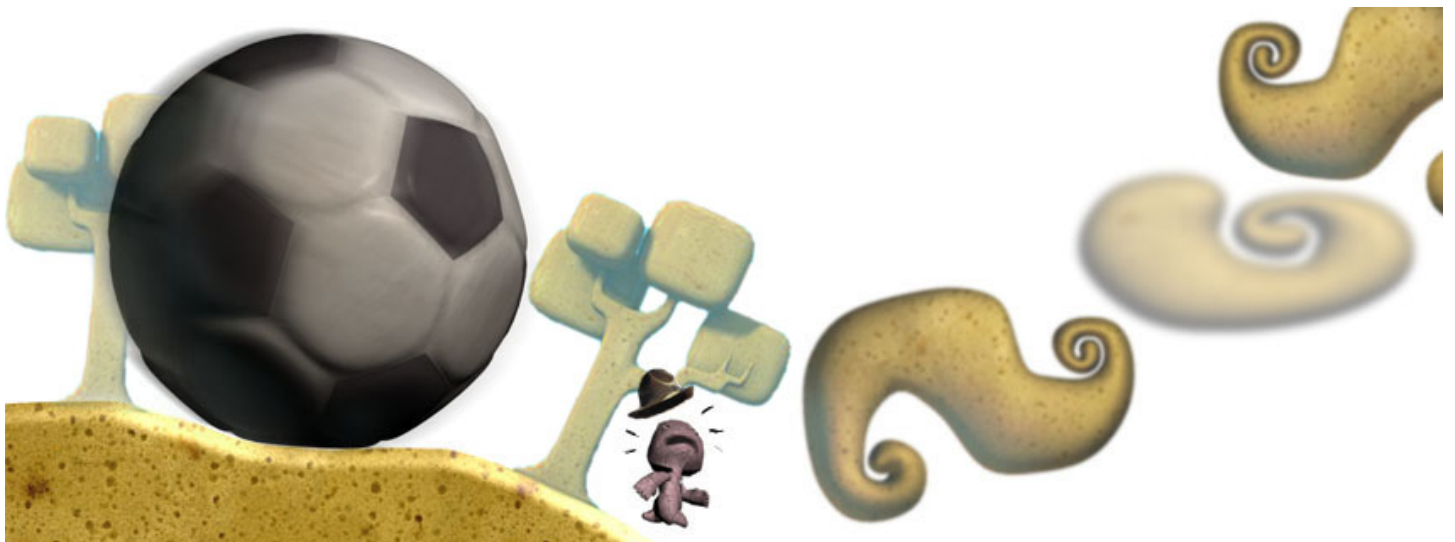


##### ✦ The unrealistic aspect:

The unique look of LBW will come from the surreal settings that we create using the objects, taking them out of their traditional context. ( the soccer ball used as platform)

Plus the bold & elegant forms and shapes that we mould from different materials ( example the sponge trees & clouds ), the criteria of forms and shapes will be covered further in this doc.

An example showing The soccer ball and sponge material used in a LBW context ( Indiana Jones style! )



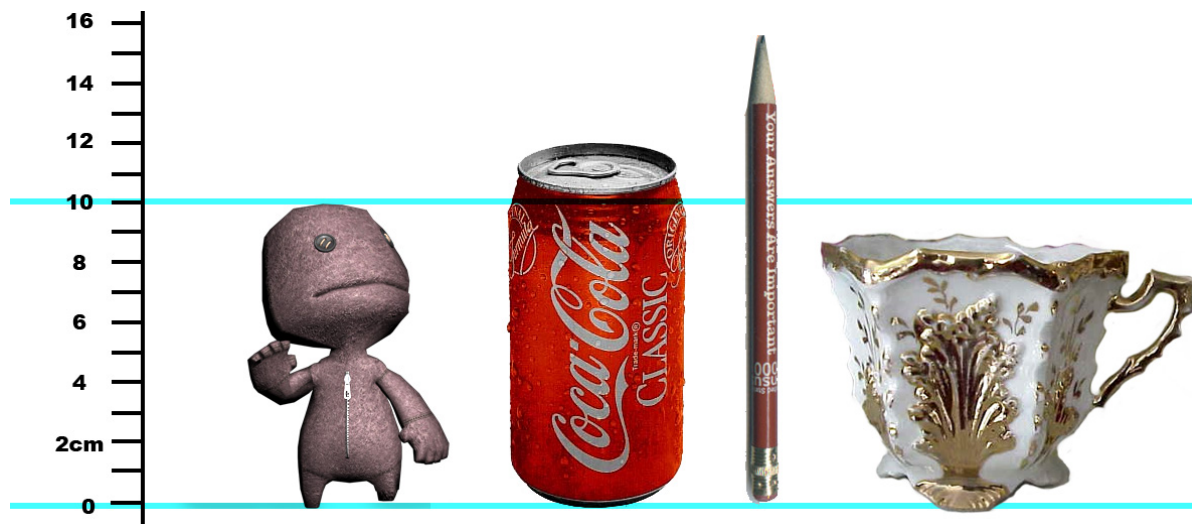
### ◆ Scale and dimensions:

LBW levels are miniature sets in which the game camera pans across.

The main character is about 10cm high

This is a very important visual decision which impacts both the design and rendering style, to be able to convey that feeling..

Any real world object used as a building block would be in its real dimensions, so as to accentuate the scale.



This will also impact the level of detail of the objects in both mesh and texture, ( while still being efficient from a poly count point of view, see technical art style doc)





## ◆ Material treatments :

Materials in LBW are very important building blocks for both the game play and the miniature “made world” visual style, The level of detail of fabrics and materials will be pushed in LBW to achieve new heights (This is both an art and a code mix. )

Examples of areas we’d like to explore in the materials:

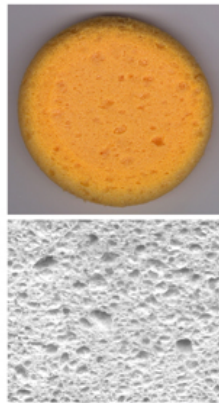
- ◆ Peeled paint , peeled metal
- ◆ Cracks and, irregular surfaces
- ◆ Fluffy stuff , wool , cotton ...etc
- ◆ carved wood
- ◆ Reflections on metals ( reflection maps)
- ◆ Torn fabric, folds ,drapery , stitching , rich fabrics



Peeled paint



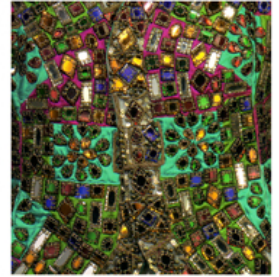
Peeled metal



Torn Fabric



Rich Fabrics



## Surface Irregularities

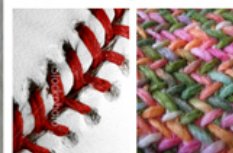
Carved wood



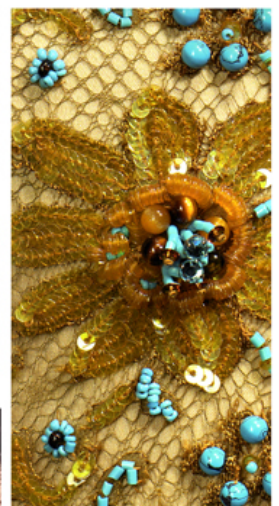
Reflections



Stitching



Folds ,Drapery



♦ "A Physical world" ,how does that impact the visual design?

**1-Having the different Physical properties for materials:** This will accentuate their visual believability and game play value.



Slippery metal



Bouncy sponge



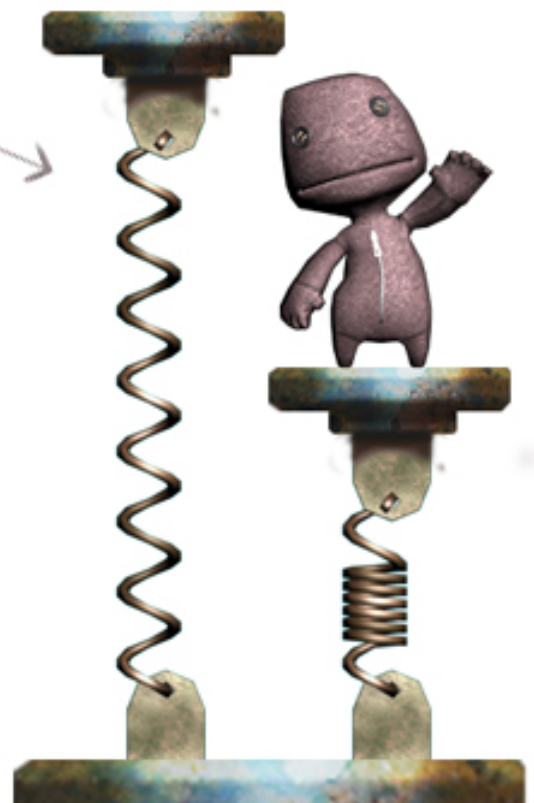
Fluffy

**2- Physical Constructions:**

To accentuate the believability of the physical "made" world , we want to show off and accentuate the construction aspects of objects and how they are fitted into the world. ( which also impacts the functionality of the objects)



The String & the spring  
are both Visual & physical  
features in these examples

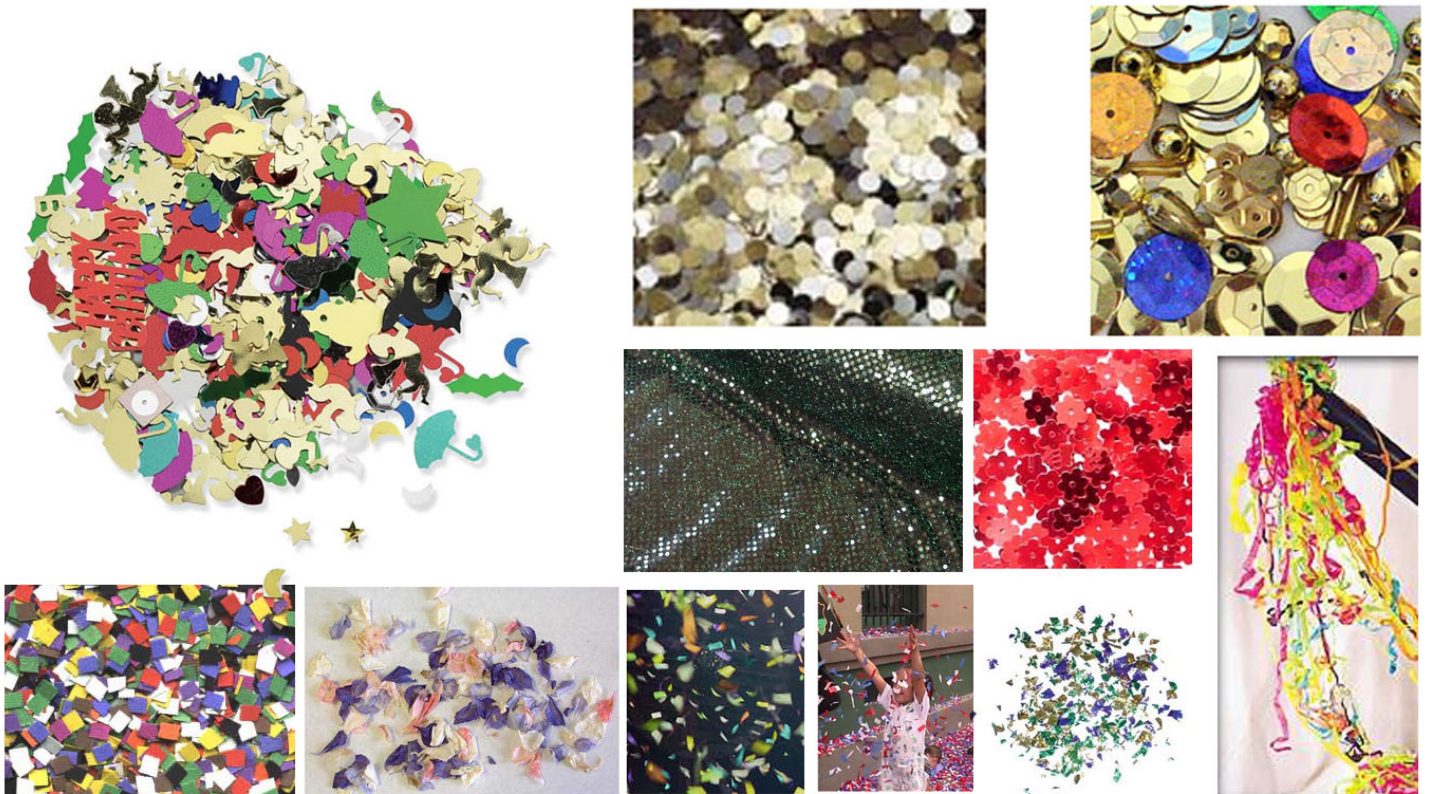
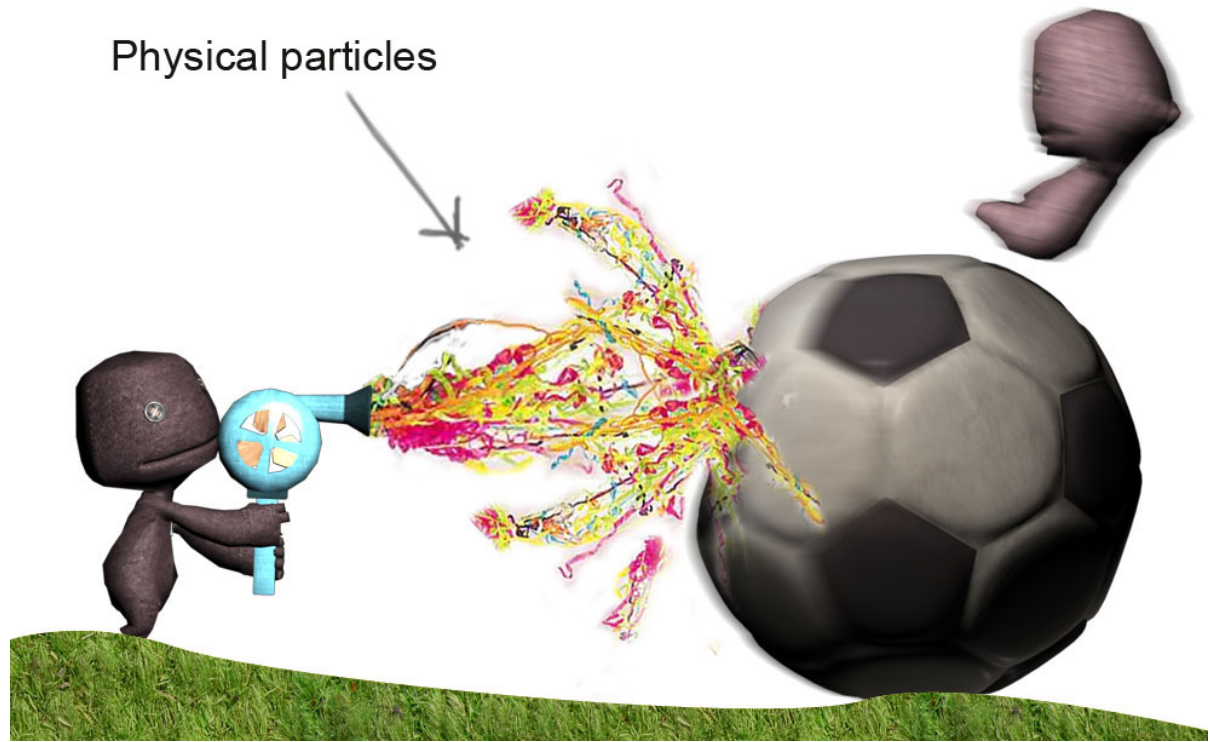




### 3- Physical effects and particles:

In LBW we want to Give the impression that the particles effects live in the world ( vs a super imposed look ), by making them collide with the world surfaces and lighting them with the scene lighting.

Also we'd explore using confetti, fluff, glitter, and sequens... etc to produce our physical looking particles.





#### 4- Physical interface and hud:

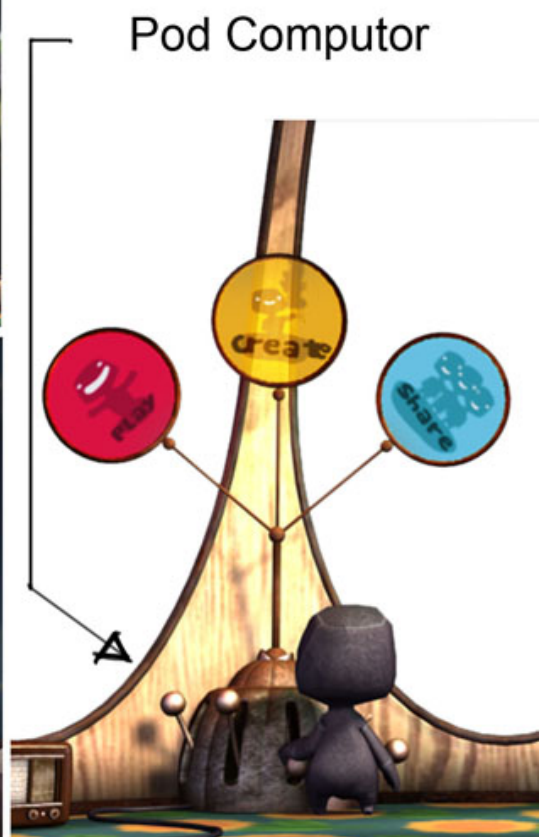
Exploring ideas that present User interface and Hud menus in ways that are more complimentary to the physical game world..

Example of making the hud more physical.

Hud menus on strings attached to the Game camera  
(The Hud moves physically with the camera)



Example of making the online ( hub menus) more Physical looking is The pod/ pod computers which is an in game level which is designed in the style of the game environments and the characters navigate and interact in it the way they would in a level, while its main function is that of the map screen menu interface...



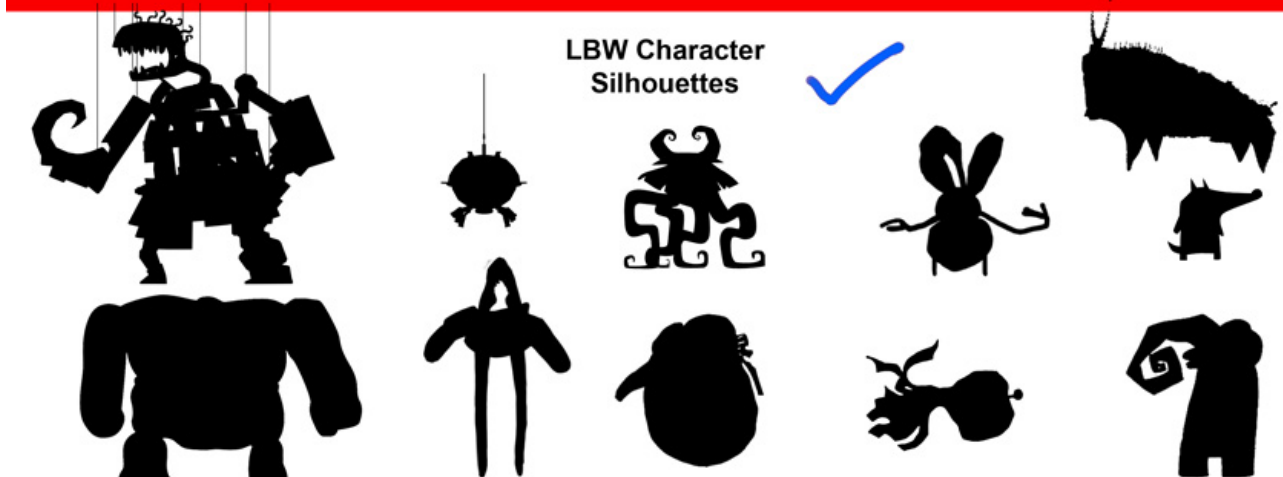
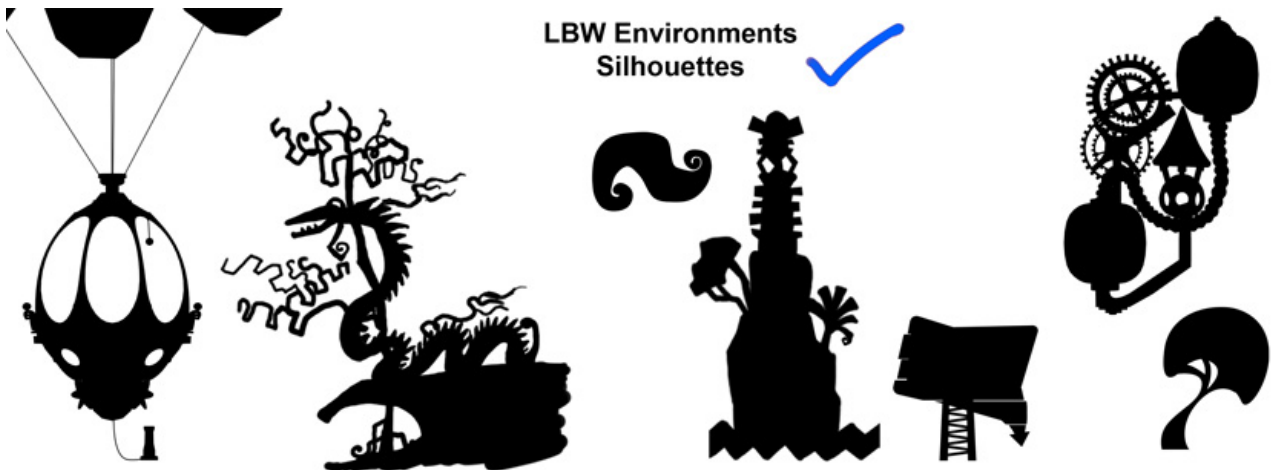
## ◆ Form and shapes:

The Criteria of the shapes and forms For LBW designs:

“LBW is a made universe not a real one”

Bold & Iconic shapes and proportions

clear silhouettes ( readable in various sizes)





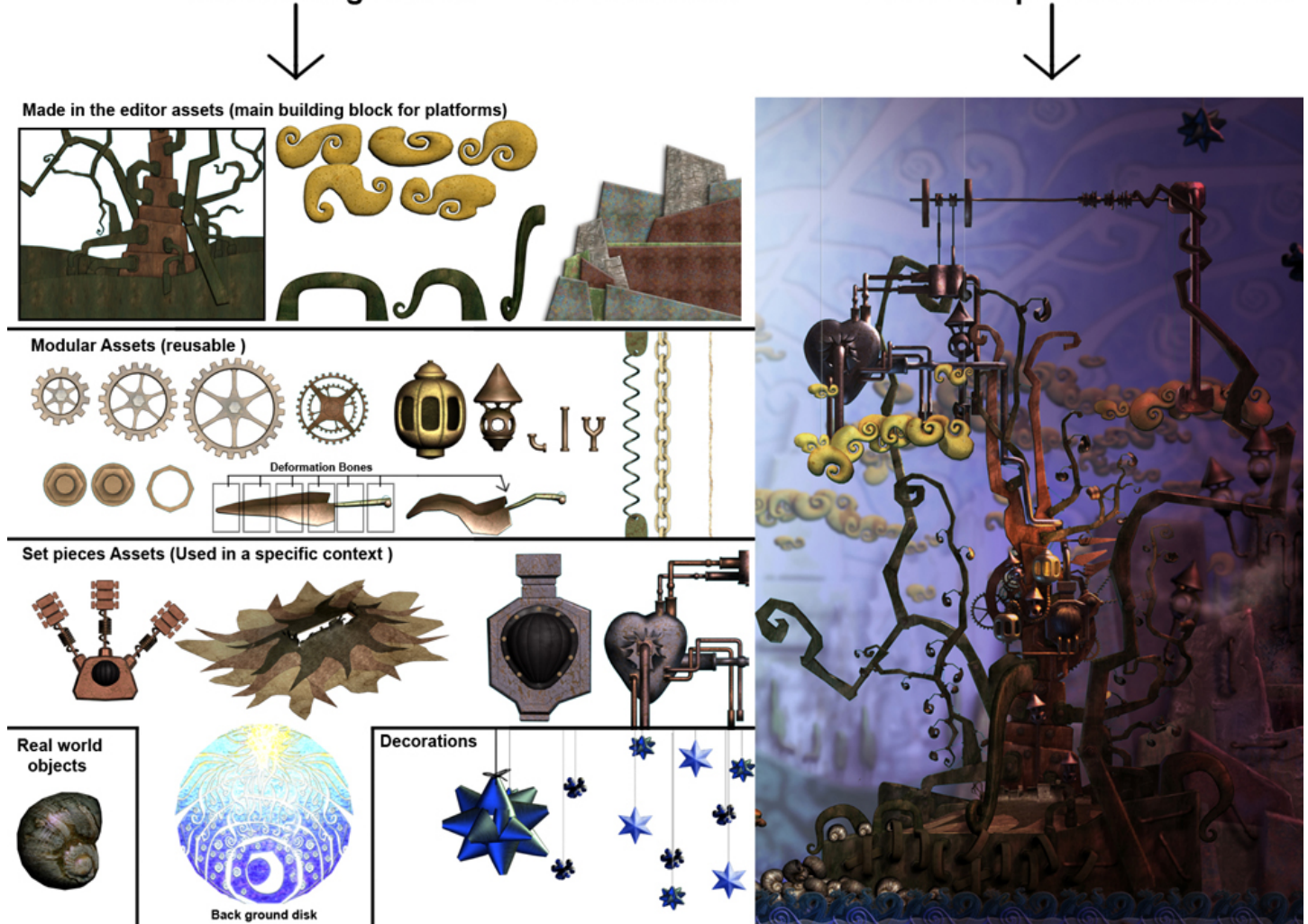
## ◆ Constructions :

### 1- Complex constructions in LBW:

In LBW Complex constructions are made from combinations of reusable building blocks:

- 1- Editor built platforms
- 2- Modular assets
- 3- Set pieces
- 4- Real world objects
- 5- decorations

The Building Blocks —used to Build — LBW Complex Constructions



### Benefits of using building blocks to make complex constructions:

- 1- optimisation of asset usage (getting a lot of variety of spaces using the same assets)
- 2- supports the idea of making your own levels using building blocks in the personal space
- 3- layout flexibility to support level design and game play.
- 4- Minimise building set pieces that only work in one area.

There will be cases that require a one of set piece for visual value.. but we need to resort to this mentality after exploring the maximum potential of building block combinations.



## ◆ Themed levels

- ◆ In LBW we have the concept of **themed levels**
- ◆ Every theme will be based on a **selected country of the world**.
- ◆ Inspired by the different aspects of the selected **country's culture**.

Architecture, art \_Famous Land marks, Iconic symbols \_Landscapes & geology\_ Textiles & jewellery

Stories & mythologies (characters) \_Pop culture & street art \_ Trends & fashion

Official imagery (stamps, money, insignia ....etc) \_ Ethnic artefacts & traditional artwork

Musical instruments

- ◆ Every theme could have multiple levels.
- ◆ The elements that we pick from the selected countries culture **encompasses all periods** meaning that we can combine elements from the classic history of the country to its contemporary pop culture.



- ◆ LBW is not after making an authentic representation of the world instead we are making **an eclectic interpretation** of its visual heritage.

**Authentic representation**



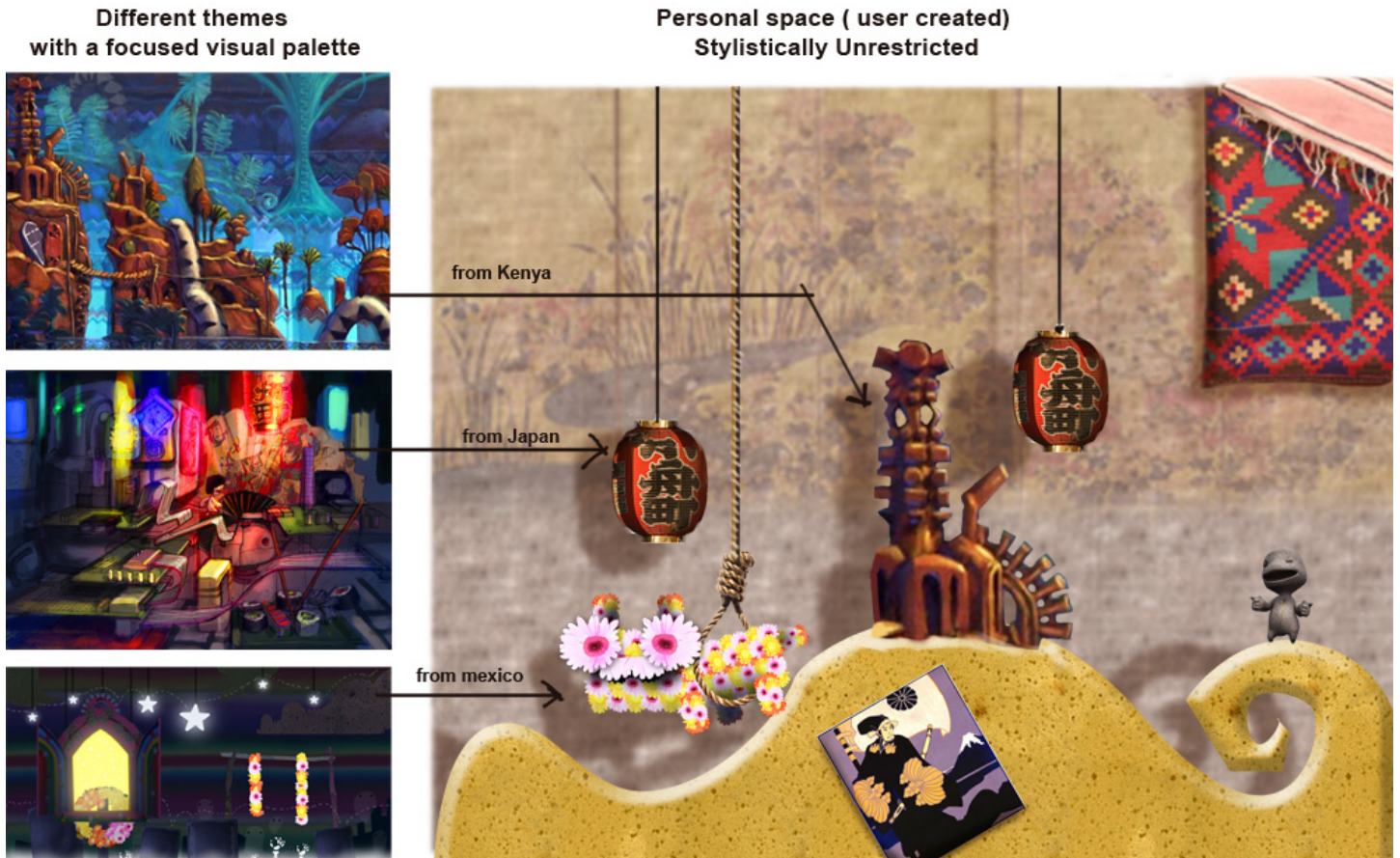
**LBW Eclectic interpretation**





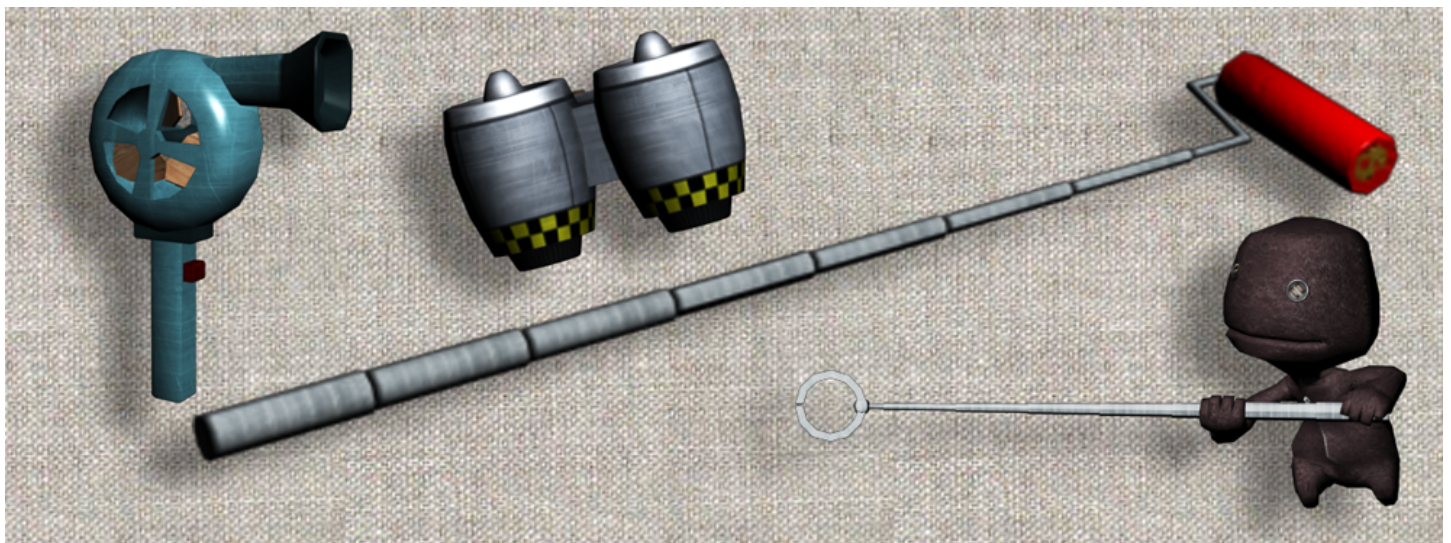
- ✦ The value to the themed levels complements the games main cycle “**explore the world and make your own place**”

Themed levels with Focused visual palettes would complement the stylistically unrestricted mentality of the user created content in the personal space.



- ✦ There will “**non themed by country**” objects that can be found anywhere in the game like:

- 1- Creative tools
- 2- Character enhancement objects



The visual style of the tools and character enhancement objects will fit in a defined unifying style (example pod computer technology look or plastic toys ....etc)



## Themed levels Concepts

### Mexico



### Kenya



### Japan

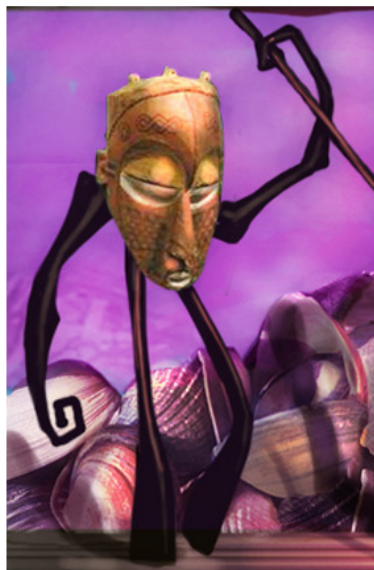
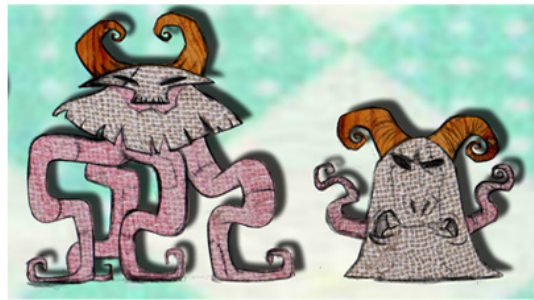
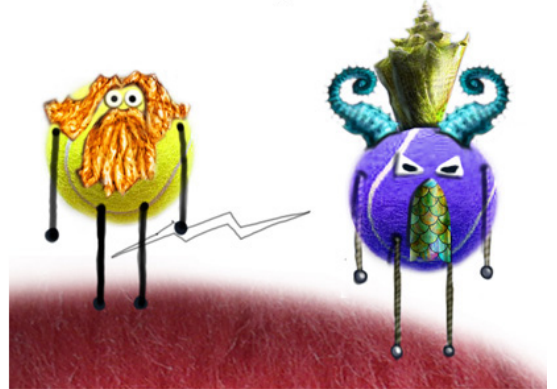




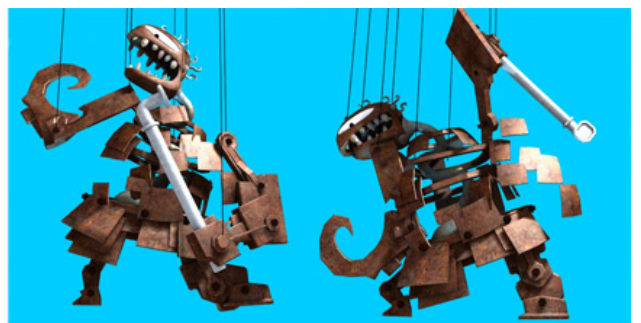
## ◆ characters in LBW

Characters in little big world are mostly puppets **“made”** out of various materials, objects ,fabrics .

### Miscellaneous“made characters” concepts



Character movements are based on how they're constructed..



## ◆ Main character

The aim is to create a character which is:

- ✦ Cool & Appealing
- ✦ Consistent Body and head stylization.
- ✦ An Iconic silhouette.
- ✦ ideal for customization  
No added features (hair, moustache, accessories..)
- ✦ Lots of Personality.
- ✦ Large head to see the expressions from a distance

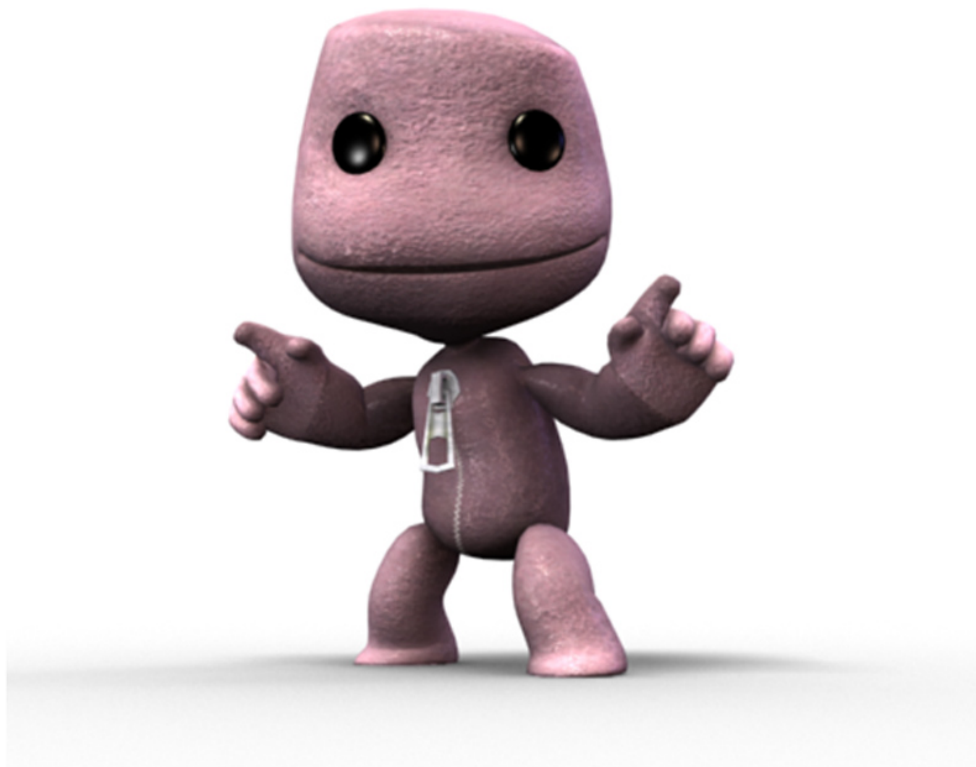
Fulfil all the Functionality requirements :

All the actions (walk ,run, jump, grab convincingly)

Balanced stance.

Stretching

skinning



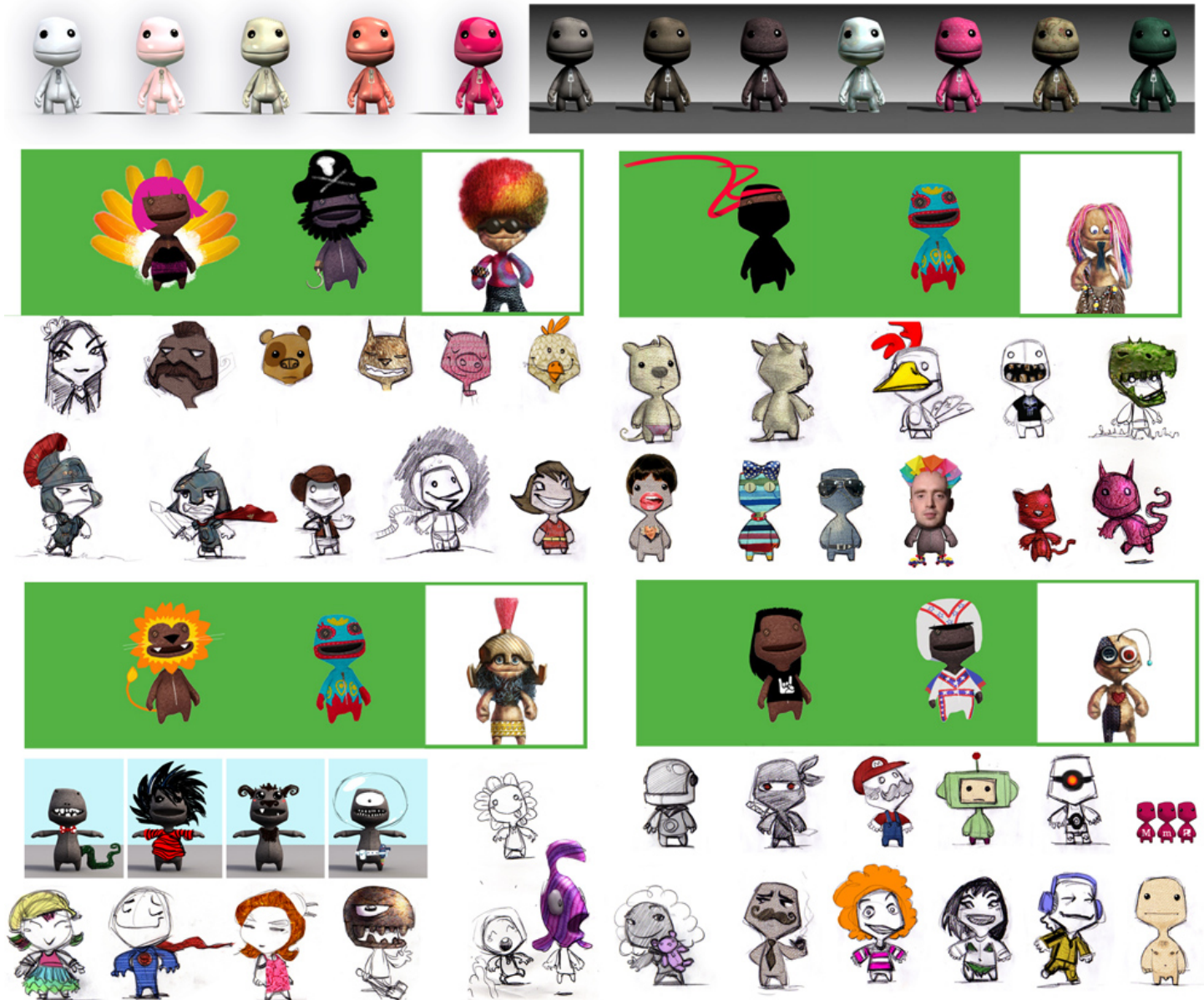




## Customising the main character is an important feature in LBW

Exploring base material variations costumes, masks, wigs, decorations that give the widest range of Possibilities.

## Base material variations and customisation concepts

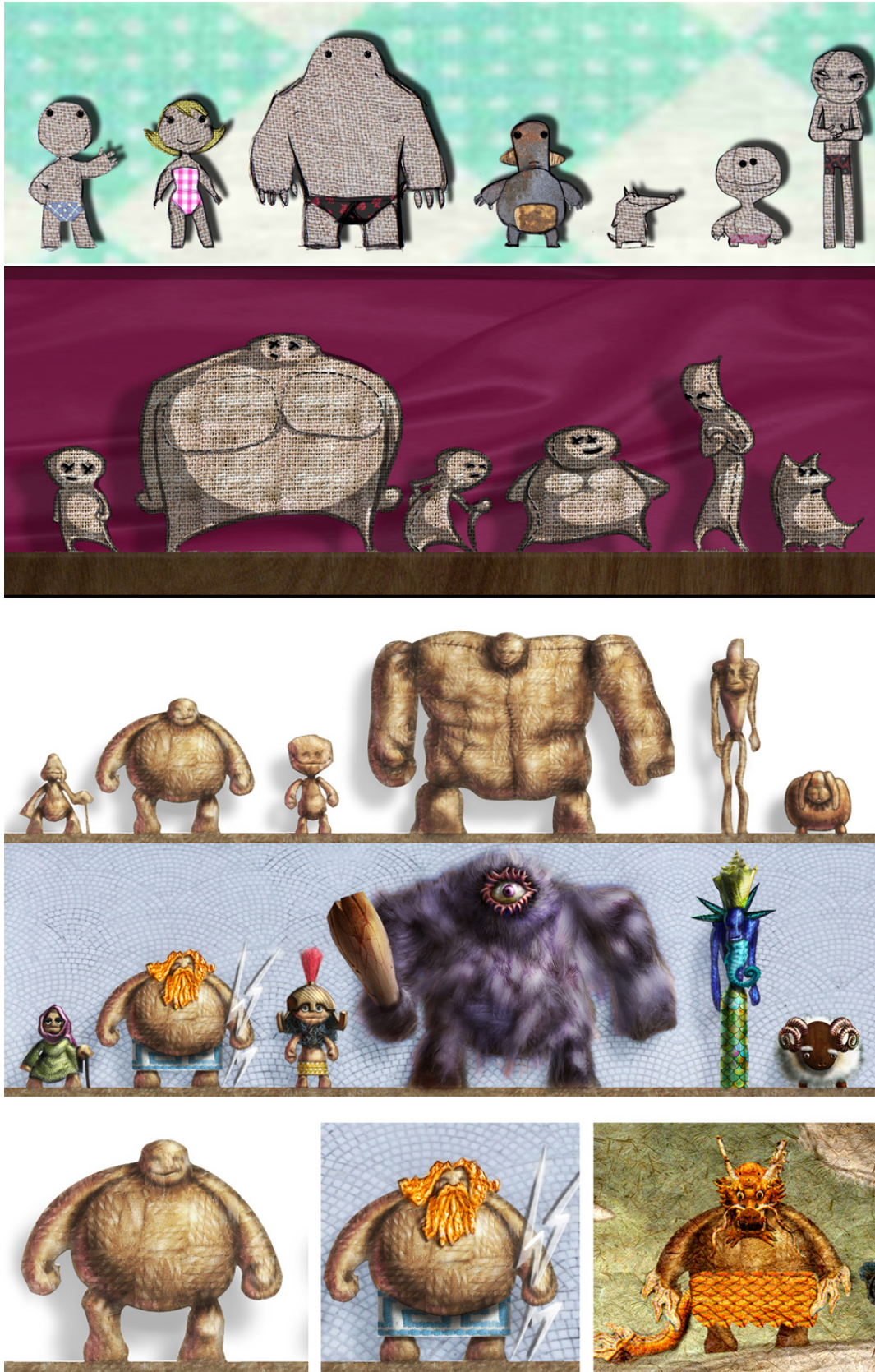


## ♦ Recurring characters

In LBW we have the concept of recurring characters

**The sack family:** recurring characters that reappear in the game customised in ways that complement the theme they are in.

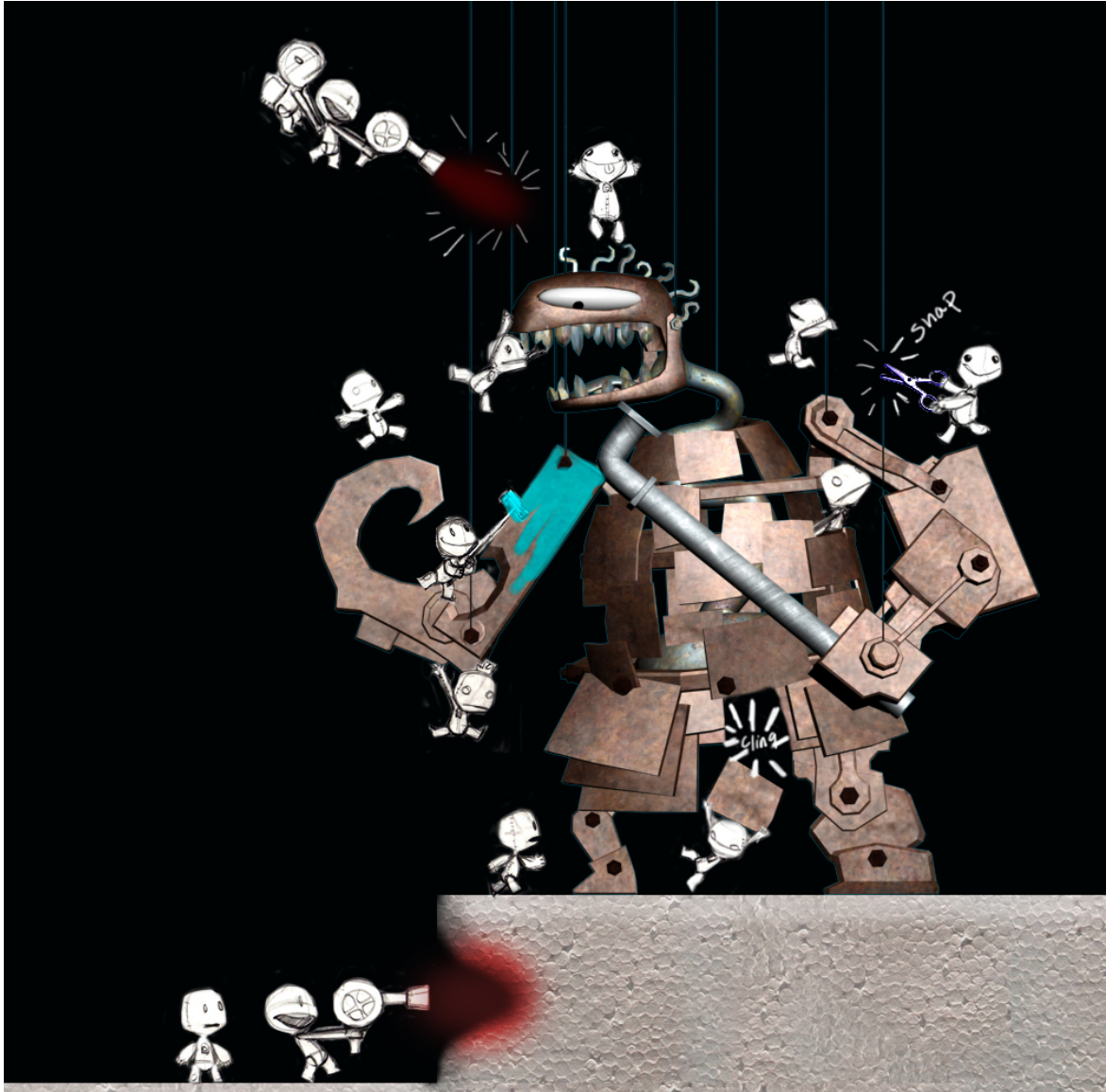
### The sack family





## ◆ Bosses

To push the physicality of interaction with bosses, we want to explore the **boss/ moving level** concept



## ◆ Meanies friendly characters

Intelligent Characters/ animals ( good and bad )that the player encounters in the levels.

The player can also buy, collect or win them to inhabit their personal space creations.

